LEO BURNETT U.S.A.
A SUBSIDIARY OF LEO BURNETT COMPANY, INC.
Ad No. TT-212—5-Year Ad—Req. No. 22853—Page—B&W—7 x 10 inches—Trade Magazines, 1976 (A)
Printed in U.S.A.

Another record year for Philip Morris

In 1975, Philip Morris unit sales increased by 8.2 billion cigarettes—more growth than the rest of the industry combined.

5-Year Report: Philip Morris is the only company with gains in both unit sales and market share for each of the past five years.

Philip Morris USA sales, 1971-75*

	Billions of Cigarettes	Cigarette Market Share
1971	97.2	18.1%
1972	110.6	20.0%
1973	122.9	21.3%
1974	133.2	22.5%
1975	141.4	23.6%

*Source: Maxwell Report. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from Philip Morris USA

2061192051
Source: https://www.industrydocuments.ucsf.edu/docs/hpgn0003
2061192051